**Activity Pitch Questionnaire**

[**ESA**](https://artes-apps.esa.int/artes-iap-overview) **BUsiness applications**[[1]](#footnote-2)

**ESA-TIAA-PO-2017-1054 - V.1.23**

The present questionnaire intends to collect in a standardised way information on various aspects of your idea / proposition to understand:

1. what is the level of expertise / know-how of the proposer;
2. what is the current level of maturity;
3. what is the business target and business potential.

By providing this questionnaire, you allow ESA to quickly take informed decisions on next steps, pointing you to the most appropriate activity stream (e.g. additional preparatory work, training, teaming up with some other partners, go ahead targeting a feasibility study, or a demonstration project in a single or a two phases approach). Please note that ESA may provide this Activity Pitch Questionnaire to the National Delegations[[2]](#footnote-3) of the countries of your consortium.

In case you need explanation of the terminology used here, please refer to [the document](https://business.esa.int/sites/default/files/TERMINOLOGY%20used%20in%20ESA%20Business%20Applications.docx) linked here.

GATED AND INCREMENTAL APPROACH[[3]](#footnote-4): Note that the answers to this initial set of questions will be directly integrated in the Outline Proposal. In a similar way, the Outline Proposal will be all integrated in the Full Proposal (in the sense that every element of the Outline Proposal will be directly integrated in the Full Proposal).



Please, keep your answers to a **maximum limit of 7 pages** (including this introduction), maintaining font size and structure.

**Section AP.1: Background information**

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| **AP.1.1 Idea name:** |  | | | |
| **AP.1.2 Company proposing:**  *(address, country, website, contact point name, telephone and e-mail)* |  | | | |
| **AP.1.3 Company background:**  *(year of creation, size, turnover, number of employees)* |  | | **AP.1.4 Are you familiar with ESA Business Applications?** *(Yes/No)* |  |
| **AP.1.5 Are you applying as a consortium?** *(Yes/No)*  **Who are the other entities?**  *(name, country, website)* | |  | | |
| **AP.1.6 Does your team (company / consortium) have the right skills and experience to deliver what you are proposing?** *(Yes/No/Partial + comments)* | |  | | |
| **AP.1.7 Have you (or your partners) contacted your National Delegation or ESA Business Applications Ambassadors (where available)?**  *(Yes/No/Partial + comments)* | |  | | |
| **AP.1.8 How did you become aware of the ESA Business Applications Programme?**  *(e. g. via ESA Web site, specific event, Ambassador Platform, National Delegation, brochure, Twitter, Facebook, from previous activities)* | |  | | |

**Section AP.2: What do you want to offer and what is the added-value?**

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| 1. **What is the final service that you want to offer?** |
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| 1. **Who will be the customers/users of the final product / service?**   *(please note: users and customers can be different:   users will use the final product/ service but they do not necessarily pay for it;  customers will pay for the service, but they do not necessarily use it )* |
|  |
| 1. **What are the customers’/users’ pains (e.g. problems) and gains (e.g. benefits)? Can you quantify them?**   *(please note: whenever users and customers are different, pains and gains can be different as well)* |
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| 1. **What is innovative in what you propose? What is your unique selling point with respect to what is available in the market?** |
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| 1. **Which space technology / space asset do you intend to use and why?**   *(Satellite Communications, Satellite Navigation, Earth Observation, Space Weather, Manned Space Flight, etc.)* |
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**Section AP.3: Who are the target beneficiaries addressed by your offer, and what is the expected impact?**

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| 1. **What is the market, its size and its geographical reach?**   *(e.g. target segments addressed, key quantitative figures, regional / national / international)* |
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| 1. **Have you already identified potential individual customers?**   *(Yes/No + comments; if YES, indicate who they are and what is your engagement with them)* |
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| 1. **How does the proposed product/service fit within your current business activities and your mid-/long-term strategy?** |
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| 1. **Have you already considered how much you would charge for your   product/service??**   *(Yes/No/Partial + comments. If Yes, please provide the planned selling price for the product/service e.g. Euro/month or per unit and how many customers you plan to have one year after the end of the ESA project)* |
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| 1. **When do you plan to enter the market with the proposed product / service?  How do you plan to bring the activity results to commercial exploitation?** |
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| 1. **What economic, social or environmental benefits is the product / service expected to deliver to those inside and outside the consortium and over what timescale?**   *(Describe the expected benefit for your country, e.g. jobs created, revenues, possible social / environmental impacts)* |
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**Section AP.4: How do you intend to implementWho are the target beneficiaries addressed by your offer, and what is the expected impact?**

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| 1. **What is the starting point of your activity?**   *(e.g., idea, prototype, existing product, existing service, results from other activities, discussions with potential users)* |
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| 1. **What are the key activities you propose to execute?**   *(e.g. commercial aspects: market analysis, winning over potential customers, business case investigation/definition, validation of business plan assumptions, preparation of service level agreement e.g. technical aspects: proof of technical feasibility, proof of concept, design, development, integration, testing validation with pilot customers)* |
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| 1. **What are the expected goals / outputs at the end of the activity? And how will they contribute to the final product / service?** |
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| 1. **What is the overall planning and costing of the intended activity?** |
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| 1. **Which co-funding are you seeking from ESA?**   *(e.g. kEUR, percentage of the cost of the activity)* |
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| 1. **What other help/support are you expecting from ESA?**   *(e.g. access to space data, networking, coaching, branding, technical/business advice)* |
|  |
| 1. **What are the most important risks (technical / business / commercial) to your activity? What are your mitigation plans?** |
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PLEASE SEND THIS QUESTIONNAIRE TO: **business@esa.int** INDICATING "APQ [Your Project Name]" AS SUBJECT!

1. ESA Business Applications was previously named ARTES Applications; it is grouping the different elements of the ESA Advanced Research in Telecommunications Systems (ARTES) Programme dedicated to Downstream Applications, and namely the Integrated Applications Promotion (IAP) and the Competitiveness and Growth (C&G) Application Segment. [↑](#footnote-ref-2)
2. Coordinates of National Delegations can be found under:

   <https://business.esa.int/national-delegations> [↑](#footnote-ref-3)
3. The integration of the Activity Pitch Questionnaire (APQ) into the Outline Proposal, and of the Outline Proposal into the Full Proposal will be implemented with the new issue of the IAP Open Call for Proposal that will be issued in March 2018. In the meantime, the submitter is encouraged to use the APQ to establish an initial contact with ESA and gather feedback on the next steps of the activity preparation. [↑](#footnote-ref-4)